The Economics of Intellectual Property, Software and the Internet

Toulouse, June 5-7, 2013

Conference venue
Toulouse 1 Capitole University - Arsenal Campus
11 rue des Puits Creusés
31000 Toulouse - France
http://www.tiger-forum.com

Organized by
Jacques Crémer – jacques.cremer@tse-fr.eu
Paul Seabright – paul.seabright@tse-fr.eu

Conference Secretariat
Florence Chauvet
Phone: +33 (0)5 61 63 35 50
softint@tse-fr.eu
Wednesday, June 5th

14:00 to 14:30 Welcome and introduction
14:30 to 16:00 Session 1: Information Technology and Firm Performance  
- **Marti Mestieri** (TSE): “Deconstructing International Mergers: Information Technologies and Routineness (Discussant: Steven Tadelis, Berkeley)
- **Neil Thompson** (University of California Berkeley): “Moore’s Law Goes Multicore: The Economic and Strategic Consequences of a Fundamental Change in How Computers Work” (Discussant: Yossi Spiegel, Tel Aviv)

16:00 to 16:30 Coffee break
16:30 to 18:30 Parallel Sessions 2, 3 and 4

Session 2: Effects of Intellectual Property  
- **Christian Kiedaisch** (University of Zurich): “Taste for Exclusivity and Intellectual Property Rights” (Discussant: Konrad Stahl, Mannheim)
- **Gaston Llanes** (Pontificia Universidad Catolica de Chile): “Investment Incentives in Proprietary and Open-Source Two-Sided Platforms” (Discussant: Jacques Crémer, TSE)

Session 3: Information and Price Discrimination  
- **Alessandro Bonatti** (MIT): “Selling Cookies” (Discussant: Alexandre De Cornière, Oxford)
- **Jacomo Corbo** (University of Pennsylvania): “Pricing in Social Networks: The Big Benefits of Just a Little Discrimination” (Discussant: Bruno Jullien, TSE)
- **Pinar Yildirim** (Wharton School, University of Pennsylvania): “Markets for Data and Privacy” (Discussant: Renato Gomes, TSE)

Session 4: Scarce Attention  
- **Juliana Sutanto** (ETH Zurich): “Attention Allocation in Information-Rich Environments: The Case of News Aggregators” (Discussant: Stefan Behringer, Bonn)
- **Margarita Sapozhnikov** (Charles River Associates): “How does Ranking Affect User Choice in Online Search?” (Discussant: Alex White, Tsinghua)
- **Doh-Shin Jeon** (TSE): “New Aggregators and Competition Among Newspapers in the Internet” (Discussant: Yossi Spiegel, Tel Aviv)

19:30 Museum visit and dinner (Fondation Bemberg, Hôtel d’Assézat)  
**Featuring keynote address by Gilles Babinet, executive chairman of Captain Dash.**
Thursday, June 6th

8:30 to 10:30  Parallel Sessions 5, 6 and 7

Session 5: Bundling  Amphi C
- Neil Gandal (Tel Aviv University): “Ain’t it “Suite”? Bundling in the PC Office Software Market” (Discussant: Daniel Garrett, TSE)
- Sjaak Hurkens (CSIC and Barcelona GSE): “Dominance and Competitive Bundling” (Discussant: Konrad Stahl, Mannheim)
- Pedro Pereira (AdC and CEFAGE): “Delineating Markets for Bundles with Consumer Level Data: The Case of Triple-Play” (Discussant: Marc Ivaldi, TSE)

Session 6: Standards  Amphi E
- David Salant (TSE): “The Effect of SSO Formation on Investment in a Technology” (Discussant: Sylvain Bourjade, ESC Toulouse)
- Justus Baron (CERNA Mines ParisTech): “Essential Patents and Standard Dynamics” (Discussant: Geoffrey Parker, Tulane)

Session 7: Innovation and International Markets  Amphi F
- Romain De Nijs (University of California Berkeley and Ecole des Ponts ParisTech): “Online Piracy and Box Office Performances of American Movies in Foreign Markets” (Discussant: Stefan Behringer, Bonn)
- Nina Yin (TSE): “Pharmaceuticals, Incremental Innovation and Market Exclusivity” (Discussant: Margarita Sapozhnikov, CRA)
- Andreas Lendle (University of Geneva and CEPR): “There Goes Gravity: How eBay reduces trade costs” (Discussant: Thierry Magnac, TSE)

10:30 to 11:00  Coffee break
11:00 to 13:00  Parallel Sessions 8, 9 and 10

Session 8: Platform Competition  Amphi C
- Byung-Cheol Kim (Georgia Institute of Technology): “Dynamic Platform Competition in a Two-Sided Market: Evidence from the Online Daily Deals Promotion Industry” (Discussant: Yinghua He, TSE)
- Mie La Cour Sonne (University of Copenhagen): “Vertical Mergers in Two-sided Markets” (Discussant: Catherine Bobotchek, TSE)
- Yaron Yehezkel (Tel Aviv University): “The Role of Coordination Bias in Platform Competition” (Discussant: Doh-Shin Jeon, TSE)
Program

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Session 9: Cloud Computing
Amphi E
- **Wing Man Wynne Lam** (University of Bologna): “Cloud Computing: Investment, Competition, and Demand Correlation” (Discussant: Neil Gandal, Tel Aviv)
- **Tong Wang** (University of East Anglia): “Migration to The Cloud” (Discussant: Thomas-Olivier Léautier, TSE)
- **Laurits R. Christensen** (Analysis Group, Inc.): “Lost in the Clouds: The Impact of Changing Property Rights on Investment in Cloud Computing Ventures” (Discussant: Margaret Kyle, TSE)

Session 10: Information and Diversity
Amphi F
- **Andres Hervas-Drane** (Universitat Pompeu Fabra and Barcelona GSE) : “Peer-to-Peer File Sharing and Cultural Trade Protectionism” (Discussant: Helmuth Cremer, TSE)
- **Timo Boppart** (IIES Stockholm): “Online Accessibility of Academic Articles and the Diversity of Economics” (Discussant: Paul Seabright, TSE)
- **Michael Zhang** (Hong Kong University of Science and Technology): “To Belong or to Be Different? Evidence from a Large-Scale Field Experiment” (Discussant: Astrid Hopfensitz, TSE)

13:00 to 14:30 Lunch
14:30 to 16:00 Session 11: Search Advertising
Amphi C
- **Steven Tadelis** (University of California, Berkeley) : “Consumer Heterogeneity and Paid Search Effectiveness: A Large Scale Field Experiment” (Discussant: Alex White, Tsinghua)
- Panel discussion: “Is Search Advertising a Competition Problem?”
  - Suzanne Scotchmer (University of California Berkeley and TSE)
  - Paul Seabright (TSE)

16:00 to 16:30 Coffee break

Friday, June 7th

14:00 to 16:00 Parallel Sessions 12, 13 and 14

Session 12: Network Regulation
Amphi C
- **François Jeanjean** (Orange): “Forecasting the Fiber Penetration According to the Copper Access Regulation” (Discussant: Claude Crampes, TSE)
Session 13: Search and Auctions

- **Itai Ater** (Tel Aviv University): “The Effect of the Internet on Performance and Quality: Evidence from the Airline Industry” (Discussant: Jennifer Reinganum, Vanderbilt and IAST)
- **Alexandre De Cornière** (University of Oxford): “Integration and Search Engine Bias” (Discussant: Wing Man Wynne Lam, Bologna)
- **Yumiko Baba** (Aoyamagakuin University and Stanford University): “Unit-price Auction Procedures” (Discussant: Catherine Bobtcheff, TSE)

Session 14: Patent Thickets

- **Georg von Graevenitz** (University of East Anglia and NIESR): “Technology Entry in the Presence of Patent Thickets” (Discussant: Stéphane Caprice, TSE)
- **Yassine Lefouili** (TSE): “Cross-Licensing and competition” (Discussant: Andrew Daughety, Vanderbilt and IAST)
- **Stefan Wagner** (ESMT, Berlin): “Conflict Resolution, Public Goods and Patent Thickets” (Discussant: Pierre Dubois, TSE)

16:00 to 16:30 Coffee break
16:30 to 18:30 Session 15: Round Table “Cybersecurity”

- **Jens Grossklags** (The Pennsylvania State University)
- **Juan Hardoy** (Microsoft)
- **Udo Helmbrecht** (ENISA)

Saturday, June 8th

Cultural program